

# food TECHNOLOGIE



[www.food-technologie.de](http://www.food-technologie.de)

Magazine for ingredients, processing technology and packaging

## MEDIA INFORMATION **2021**



## Aims and Scope

**Food Technologie**, Magazine for Ingredients, Production and Packaging in German is the specialist publication for executives in the German-speaking part of Europe. We report on new marketing strategies and trends in sales and acquisition marketing worldwide, markets for raw materials and additives, innovative technologies, machines and processes, pioneering quality control procedures and packing technologies, as well as questions of hygiene and European food legislation. The articles discuss practical utilizations and are aimed at all commercial and technical executives.

It is distributed to selected, qualified executives in companies with a work force of 20 or more throughout the food industry. These companies and their executives represent over 95 % of the total investment and purchasing volume in the industry.

The same publishing company also brings out **food Marketing & Technology** in English, an international magazine for the food industry worldwide. For the beverage industry we publish in English **drinkworld Technology+Marketing** and in German **Getränke! Technologie & Marketing**.



## Publishing company


**Publishing company:** Dr. Harnisch Verlags GmbH  
"Food Technologie"  
Eschenstraße 25, 90441 Nuremberg  
Germany

**Telephone:** +49 (0) 911 2018 0

**Telefax:** +49 (0) 911 2018 100

**E-Mail:** [ftm@harnisch.com](mailto:ftm@harnisch.com)

**Internet:** [www.harnisch.com](http://www.harnisch.com)

 Print run notified by Survey II/2019: **12.000 copies**  
Actual circulation by Survey II/2019: **11.388 copies**

**Place of publication:** Nuremberg

**Volume/Year:** Vol. 32 / 2021

**Number of issues:** 5 issues per year

**Publication schedule:** see page 5

**Journal format:** DIN A4 (210 x 297 mm)

**Type area:** 184 x 250 mm

**Printing process:** Offset, CTP (Computer to Plate)

**Printing materials:** Digital as PDF, TIF, JPG in 300 dpi

## Your partners

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## Circulation details with readership breakdown

### Print run\*

Total print run .....	12.000 copies
Actual circulation .....	11.388 copies
International percentage .....	(4,8 %) 547 copies
File copies .....	612 copies

### Geographical circulation breakdown\*\*

Germany .....	10.091 copies
Switzerland .....	119 copies
Austria .....	92 copies
Denmark .....	31 copies
Netherlands .....	13 copies
Other Countries .....	292 copies

### Circulation breakdown by function\*\*

Proprietors, Chairmen .....	3.219 copies
Production / Factory Managers .....	2.811 copies
Production, Quality Control .....	1.839 copies
Laboratory, R & D .....	1.473 copies
Commercial / Purchasing Managers .....	1.037 copies
Others .....	1.009 copies

### Circulation breakdown by product areas\*\*

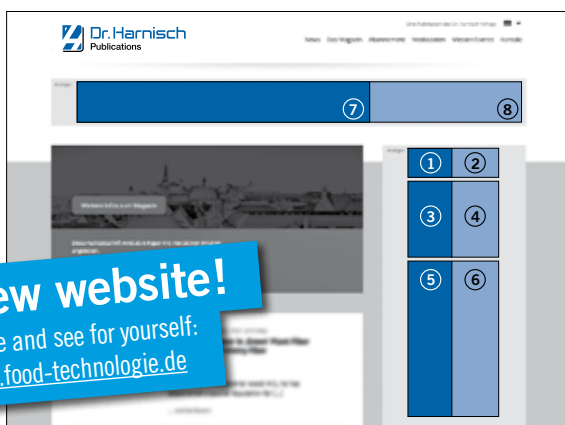
Milling and peeling industry .....	129 copies
Nutrients, starch and potato products .....	287 copies
Pastry products .....	94 copies
Baking and biscuits products .....	2.210 copies
Sugar industry .....	117 copies
Fruit and vegetable processing .....	538 copies
Confectionery industry .....	424 copies
Dairies, cheese factories, dairy processing .....	883 copies
Edible oils and fats, oil mills and margarine .....	149 copies
Slaughterhouses, meat industry, meat processing .....	2.000 copies
Fish processing .....	252 copies
Drink producers .....	1.332 copies
Coffee, tea and coffee products .....	96 copies
Other food industry .....	432 copies
Feed industry .....	401 copies
Engineering offices, trading companies .....	742 copies
Universities, organizations, associations .....	475 copies
Others .....	827 copies

**11.388 copies**

\* According to the IVW-survey II/2020  
 \*\* Source: Data analysis of publishing house II/2020

## Online advertising – Our digital portfolio at a glance

### Standard Display Ads: Banners at [www.food-technologie.de](http://www.food-technologie.de)



Banner type	Size (WxH)	Insertion for four weeks
① Button	120 x 90 px	€ 105,- (\$ 120,-)
② Button XL	240 x 90 px	€ 160,- (\$ 185,-)
③ Vertical Banner	120 x 240 px	€ 150,- (\$ 175,-)
④ Vert. Banner XL	240 x 240 px	€ 230,- (\$ 265,-)
⑤ Skyscraper	120 x 600 px	€ 350,- (\$ 405,-)
⑥ Skyscraper XL	240 x 600 px	€ 650,- (\$ 750,-)
⑦ Leaderboard	728 x 90 px	€ 365,- (\$ 420,-)
⑧ Leaderboard XL	1.040 x 90 px	€ 495,- (\$ 570,-)

All banner prices are for a complete four week period.  
 Display and placement may vary on mobile devices.

### E-Paper in the app and on [www.food-technologie.de](http://www.food-technologie.de)



The booked advertisement appears in the digital edition as well as in the print edition. E-paper. Each E-paper can also contain additional interactive elements such as links (e.g. linking the ad to a specific landing page, images/picture galleries, videos, etc.).

In the app "Dr. Harnisch Publications" and on our **new website** our E-Paper can be read and searched free of charge anytime and anywhere on PC/MAC and all mobile devices. (App available in the App Stores)

**Additional link to advert per issue in the digital edition** € 350,- (\$ 400,-)

A link to a specialist editorial contribution, which will of course also appear in the E-Paper in addition to the print edition, can be realised for at least 5 months.

**Additional link per feature article in the digital edition** € 350,- (\$ 400,-)

It is possible to sponsor an entire edition of E-Paper. The prominent placement of an advertising space above or below each single or double page places the company or product in the focus of the app user and the e-paper reader.

**2/1 page only in the digital edition (incl. link)** € 2000,- (\$ 2300,-)

**Digital edition branding for the complete issue** € 990,- (\$ 1139,-)

### Sponsored news and social media posts

At [www.food-technologie.de](http://www.food-technologie.de) you have the possibility to place a story/report at the top of the „NEWS“ section for one week. It is also possible to post a link on the publisher's social media page.

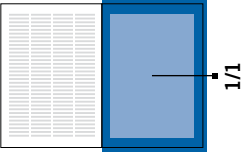
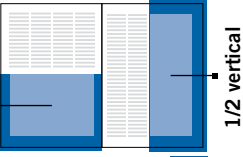
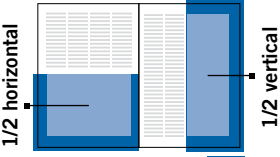

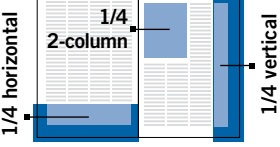
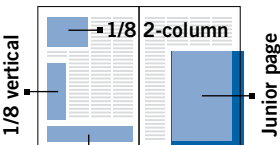
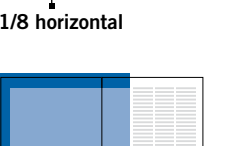

**Sponsored news + social media link** € 450,- (\$ 520,-)

**Social media post with direct link (website, landing page etc.)** € 600,- (\$ 690,-)

## List of topics and publication schedule 2021\*

Issue 1/2021		Closing date ads/editorial: 10 February 2021			Publication date: 15 March 2021
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS	
<ul style="list-style-type: none"> <li>Milk/Milk products</li> <li>Meat products</li> <li>Health ingredients</li> <li>Confectionery</li> <li>Dietary fibers</li> <li>Nutrition trends (Bio, Wellness)</li> </ul>	<ul style="list-style-type: none"> <li>Hygiene/Safety (Inspection equipment, nutrition safety, quality control)</li> <li>Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening homogenizing, cutting, cooking and cooling)</li> <li>Equipment/Components (Valves, fittings, pumps, sensors)</li> <li>Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines)</li> </ul>		<ul style="list-style-type: none"> <li>Logistics (Storage systems, conveying systems, flow of materials: RFID)</li> <li>Filling technology (Aseptics, filtration/separation)</li> <li>Carton packaging</li> <li>Coding (Inkjet, laser, labels, barcodes, printing systems/-components)</li> <li>Balances and dial balances</li> </ul>	<ul style="list-style-type: none"> <li><b>interpack 2021</b> 25 February - 03 March 2021, Dusseldorf, DE</li> <li><b>LogiMAT 2021</b> 09 - 11 March 2021, Stuttgart, DE</li> <li><b>Anuga FoodTec 2021</b> 23 - 26 March 2021, Cologne, DE</li> </ul>	
Issue 2/2021		Closing date ads/editorial: 13 April 2021			Publication date: 18 May 2021
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS	
<ul style="list-style-type: none"> <li>Functional ingredients</li> <li>Colors</li> <li>Sweeteners</li> <li>Flavors</li> <li>Vitamins</li> <li>Spices</li> <li>Salt reduction</li> </ul>	<ul style="list-style-type: none"> <li>Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening)</li> <li>Automation (Plant layout/-optimization/-modernization, IT-solutions, robotics)</li> <li>Components (Filters, separators, fittings, sensors, operating-/auxiliary supplies, explosion protection)</li> <li>Laboratory, analytics, measurement</li> </ul>		<ul style="list-style-type: none"> <li>Intelligent packaging (Packaging, packaging material, labels)</li> <li>Coding/Labeling</li> <li>Packaging machines</li> <li>Automation (Robotics, IT-technology, wireless communication and data collection)</li> </ul>	<ul style="list-style-type: none"> <li><b>Vitafoods 2021</b> 04. - 06. May 2021, Geneva, SU1</li> <li><b>ACHEMA 2021</b> 14. - 18. June 2021, Frankfurt a. M., DE</li> </ul>	
Issue 3/2021		Closing date ads/editorial: 02 June 2021			Publication date: 08 July 2021
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS	
<ul style="list-style-type: none"> <li>Health ingredients</li> <li>Bakery products</li> <li>Emulsifiers/Stabilizers</li> <li>Fiber</li> <li>Starches/Gelatine/Thickeners</li> </ul>	<ul style="list-style-type: none"> <li>Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening homogenizing, cutting, Meat processing)</li> <li>Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines)</li> <li>Refrigeration/drying engineering (Cooling, chilling, freezing, drying, roasting, pasteurizing)</li> <li>Energy management</li> <li>Lubricants</li> </ul>		<ul style="list-style-type: none"> <li>Intralogistics (Storage systems, conveying systems, racks, lifting devices, packaging materials, boxes/cases)</li> <li>Final packaging (Carton packages, foils, biodegradable packaging materials)</li> <li>Control- and checking systems</li> </ul>		
Issue 4/2021		Closing date ads/editorial: 16 August 2021			Publication date: 21 September 2021
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS	
<ul style="list-style-type: none"> <li>Snacks</li> <li>Spices/Herbs</li> <li>Proteins</li> <li>Milk</li> <li>Preservatives</li> <li>Innovative concepts of sweeteners</li> <li>Salt reduction</li> </ul>	<ul style="list-style-type: none"> <li>Processing equipment (Mixing, stirring, kneading, dosing, chopping up, filtering, screening)</li> <li>Quality management (Inspection equipment, nutrition safety, quality control)</li> <li>Environmental technology</li> </ul>		<ul style="list-style-type: none"> <li>Packaging machines</li> <li>PET-/carton packaging</li> <li>Coding/Labeling</li> <li>Logistics (Storage systems, conveying systems, flow of materials: RFID)</li> <li>Packaging design/-regulations</li> <li>Filling technology (Aseptics, filtration/separation)</li> </ul>	<ul style="list-style-type: none"> <li><b>FachPack 2021</b> 28. - 30. September 2021, Nuremberg, DE</li> <li><b>drinktec 2021</b> 04. - 08. Oktober 2021, Munich, DE</li> </ul>	
Issue 5/2021		Closing date ads/editorial: 12 October 2021			Publication date: 16 November 2021
INGREDIENTS	PROCESSING	FOOD LAB	PACKAGING	FAIRS	
<ul style="list-style-type: none"> <li>Functional ingredients</li> <li>Health ingredients</li> <li>Flavors and sweeteners</li> <li>Dietary fibers</li> <li>Confectionery/Bakery products</li> <li>Oils and fats</li> <li>Hydrocolloids</li> <li>Colors</li> <li>Emulsifiers/Stabilizers</li> </ul>	<ul style="list-style-type: none"> <li>Automation (Plant layout/-optimization/-modernization, IT-solutions)</li> <li>Measuring and weighing (Weighing-/control- and drive technology, process analytics, weighing machines)</li> <li>Equipment/Components (Fittings, sensors, drives, safety technology, lubricants, detergents)</li> <li>Confectionery/Bakery/Cocoa/Chocolate machines</li> </ul>		<ul style="list-style-type: none"> <li>Control- and checking systems</li> <li>Final packaging (Carton packages, foils, biodegradable packaging materials)</li> <li>Storage techniques (Storage systems, conveying systems, racks, lifting devices)</li> </ul>	<ul style="list-style-type: none"> <li><b>SPS 2021</b> 23. - 25. November 2021, Nuremberg, DE</li> <li><b>Fi Europe 2021</b> 30. November - 02. December 2021, Frankfurt a. M., DE</li> </ul>	

## Advertisement sizes and prices from 01 January 2021

Format	Basic rate full color	Print ad + additional E-Paper link (App + Browser)
	<b>1/1 page</b> € 5,490.– \$ 6,310.–	€ 5,840.– \$ 6,715.–
<b>1/1</b>	<b>Type area:</b> W 184 mm x H 250 mm	<b>Bleed*:</b> W 216 mm x H 303 mm
	<b>2/1 page</b> € 8,250.– \$ 9,485.–	€ 8,600.– \$ 9,890.–
<b>2/1</b>	<b>Type area:</b> W 394 mm x H 250 mm	<b>Bleed*:</b> W 426 mm x H 303 mm
	<b>1/2 page</b> € 3,300.– \$ 3,795.–	€ 3,650.– \$ 4,195.–
<b>1/2 vertical</b>	<b>Type area:</b> W 90 mm x H 250 mm	<b>Bleed*:</b> W 106 mm x H 303 mm
<b>1/2 horizontal</b>	<b>Type area:</b> W 184 mm x H 124 mm	<b>Bleed*:</b> W 216 mm x H 147 mm
	<b>1/3 page</b> € 2,550.– \$ 2,930.–	€ 2,900.– \$ 3,335.–
<b>1/3 vertical</b>	<b>Type area:</b> W 59 mm x H 250 mm	<b>Bleed*:</b> W 75 mm x H 303 mm
<b>1/3 horizontal</b>	<b>Type area:</b> W 184 mm x H 82 mm	<b>Bleed*:</b> W 216 mm x H 105 mm
	<b>1/4 page</b> € 1,815.– \$ 2,085.–	€ 2,165.– \$ 2,490.–
<b>1/4 vertical</b>	<b>Type area:</b> W 43 mm x H 250 mm	<b>Bleed*:</b> W 59 mm x H 303 mm
<b>1/4 horizontal</b>	<b>Type area:</b> W 184 mm x H 61 mm	<b>Bleed*:</b> W 216 mm x H 84 mm
<b>1/4 2-column</b>	<b>Type area:</b> W 90 mm x H 124 mm	<b>Bleed*:</b> W 106 mm x H 147 mm
	<b>1/8 page</b> € 1,090.– \$ 1,255.–	€ 1,440.– \$ 1,655.–
<b>1/8 vertical</b>	<b>Type area:</b> W 43 mm x H 124 mm	<b>2-column</b>
<b>1/8 horizontal</b>	<b>Type area:</b> W 184 mm x H 30,5 mm	<b>Type area:</b> W 90 mm x H 61 mm
	<b>Junior page</b> € 3,530.– \$ 4,055.–	€ 3,880.– \$ 4,465.–
<b>Junior page</b>	<b>Type area:</b> W 137 mm x H 187 mm	<b>Bleed*:</b> W 153 mm x H 210 mm
	<b>Square (2nd cover page plus overrun into editorial)</b> € 6,735.– \$ 7,745.–	€ 7,085.– \$ 8,145.–
<b>Square</b>	<b>Type area:</b> W 253 mm x H 250 mm	<b>Bleed*:</b> W 269 mm x H 303 mm
<b>Cover-Story-Package (cover photo + 2/1 page cover story)</b>		€ 6,990.– \$ 8,035.–
<b>Cover page:</b> W 155 mm x H 178 mm (incl. Bleed on the right side)		

**\*Bleed surcharge:**  
Add 15 % of the Basic rate.

**Prices for special placements:**  
2nd cover page: Add 10 % of the Basic rate.  
4th cover page: Add 15 % of the Basic rate.  
3rd page: Add 10 % of the Basic rate.

**Special size:**  
More special sizes by request.

€ 1 = \$ 1.15

## Discounts

### Quantity discounts (Adverts to be published within 3 years)

On advertisements ordered at the same time:

- 3 adverts 5 %
- 5 adverts 10 %
- 10 adverts 15 %

– or –

### Combination discounts (valid for 1 year)

On advertisements ordered at the same time:

- 3 adverts 5 %
- 5 adverts 10 %
- 10 adverts 15 %

Combination discounts are valid for these Food and Beverage publications:

#### English:

- drinkworld Technology + Marketing
- food Marketing & Technology
- Wellness Foods & Supplements

#### German:

- Getränke! Technologie & Marketing
- Food Technologie
- Hygiene Report

## Prices

### Bound inserts:

maximum DIN A4 untrimmed, format:

303 x 216 mm (incl. 3 mm bleed)

2 pages € 3,420.– (\$ 3,935.–)

4 pages € 3,985.– (\$ 4,585.–)

6 pages € 4,585.– (\$ 5,275.–)

### Loose inserts:

up to 20 g € 260.– (\$ 300.–)/thousand

up to 40 g € 380.– (\$ 440.–)/thousand

up to 60 g € 525.– (\$ 605.–)/thousand

(including p+h)\*

\* Bigger inserts on request

Postal address: publishing house.

### Subscription rate:

Annual subscription (5 issues)

Inland:

€ 64.– (\$ 75.–) incl. p+h + VAT

Abroad:

Surface mail € 69.– (\$ 80.–) incl. p+h

Airmail € 87.– (\$ 100.–) incl. p+h

€ 1 ≈ \$ 1.15

## Technical specifications

### Printing materials for CTP (Computer to plate):

- print ready PDF-files (possibly with bleed)
- EPS-files

### Data forms for text documents:

- DOC (Word documents); RTF (Rich Text Format)

### Data forms for photos and graphs:

- TIF/JPG (high resolution)
- EPS (inc. embedded fonts, pictures and logos)

### Data transfer:

- E-mail: martinek@harnisch.com. With digital documents a color proof is needed. With b/w adverts a fax or enclosed copy is sufficient.
- Digital data storage devices by the closing deadline to the publishing company address.

## General Terms of Business Dr. Harnisch Verlags GmbH

1. These General Terms and Conditions as well as the advertising media information supplied to the customer are strictly applicable to all business relations between the customer and the publishing house. Different terms and conditions of the customer do not apply, even when they are not expressly contradicted by the publisher.
2. In cases of doubt, advertisement orders are to be completed within one year of conclusion of order. The publishing company guarantees the best possible reproduction of the advertisement in print but dependent on the time and printing location.
3. For any mistakes in the publication, for which the publishing company can be held responsible, the orderer shall be entitled to replacement in the form of free advertising space to the extent to which the purpose of the advertisement has been affected.
4. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.
5. The publishing company shall reserve the right to reject orders for advertisements or inserts as well as individual called up insertions within one advertisement order for reasons of content, source or the technical form in accordance with the basic principles of the publishing company. Orders for inserts or bound-in inserts are binding for the publisher only after the presentation of a sample of original size and after a written confirmation for the customer issued by the publisher. A possible refusal of the order will be communicated to the customer in writing. The refusal of an individual call does not give rise to the withdrawal of the total contract.
6. The customer will furnish the publishing house with the printing templates according to its specifications. The specification of the printing templates and the deadline for their presentation are set out in the advertising media information. The costs for layouts, printing material, etc. which are to be produced by the publishing company will be invoiced to the orderer, likewise the costs for any major alterations to the original agreed to advertisements. Ordered advertisements which are not to hand or only incomplete by the copy date as laid down in the publication schedule, will be published in the following issue in the manner determined by the publishing company.
7. Proofs are only supplied when expressly requested. The orderer is responsible for the correctness of the returned proofs. Should the orderer fail to return the proofs supplied to him in good time by the set date, this shall be considered as approval for printing. After the publication, the publisher will send the customer a specimen copy free of charge or a copy of the page with reference to the advertisement.
8. The invoice is to be paid within the given period as stipulated on the advertising rates based on the date of invoice in so far as no reduced terms of payment or payment in advance has been agreed to in the odd case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5% discount rate. The publishing company can hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published.
9. In the case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisements still to be published shall become immediately due for payment without any discounts or obligations on the part of the publishing company. The customer will only be entitled to offset with undisputed or legally valid claims. The customer is only entitled to the assertion of his right of retention due to counterclaims arising from this contract.
10. Changes in advertising and insert rates which may occur within four months after the signing of the contract shall be borne by the orderer, this even being applicable to running orders.
11. Printing material will only be returned at the express demand of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement has been published.
12. If, as a result of Acts of Providence or other reasons for which the publishing company cannot be held responsible, it is impossible to fulfil the order or for the same reasons publication of the journal or different issues is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.
13. The publisher will store all customer data disclosed to him within the context of the business relation and required for the performance of the contract. These data will only be used for the fulfillment of the contract.
14. The seat of the publishing company is the sole place of jurisdiction and fulfilment also in respect of bills of exchange and cheques made out in connection with the order.
15. Referencing to GDPR our privacy policy can be found at: <https://www.harnisch.com/en/datenschutzerklaerung/>

**food**<sup>INTERNATIONAL</sup>  
Marketing & Technology

## food Marketing & Technology

[www.food-mt.com](http://www.food-mt.com)

International magazine for the entire food industry worldwide.

**17,700 copies**

**food**TECHNOLOGIE

## Food Technologie

[www.food-technologie.de](http://www.food-technologie.de)

German magazine for the food industry: Ingredients, Processing and Packaging.

**12,000 copies**

**fng** GENUSS  
ATELIER

## fng MAGAZIN

FOOD · NONFOOD · GETRÄNKE · TOBACCO

[www.fng-magazin.de](http://www.fng-magazin.de)

The independent publication for supermarket managers in Germany.

**23,500 copies**

**dedica**

## dedica

[www.dedica.de](http://www.dedica.de)

Trade magazine for trends and lifestyle in the field of promotional products.

**21,000 copies**

**drink**world  
Technology + Marketing

## drinkworld Technology + Marketing

[www.drink-tm.com](http://www.drink-tm.com)

Magazine for the entire drink industry worldwide.

**11,800 copies**

**Getränke!**  
TECHNOLOGIE & MARKETING

## Getränke! Technologie & Marketing

[www.getraenke-tm.de](http://www.getraenke-tm.de)

German language magazine for the entire beverage industry.

**9,000 copies**

**PK**

## PuK – Process Technology & Components

[www.puk-mag.com](http://www.puk-mag.com)

In German and English language.

**24,500 copies**

**PK**

## PuK – Process Technology & Components

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